## Oral Communication Rubric

|--------------------|--------------------------|---------------------|-------------------------------|
| **Content**        | • clearly communicated purpose and goals of the presentation  
                    • demonstrated solid, well-rounded subject knowledge  
                    • raised interesting questions and issues  
                    • presented interesting findings and conclusions | • adequately communicated purpose and goals of the presentation  
                    • demonstrated reasonable level of subject knowledge  
                    • raised reasonable questions and issues  
                    • presented reasonable findings and conclusions | • failed to clearly communicated purpose and goals of the presentation  
                    • failed to demonstrated adequate subject knowledge  
                    • failed to raise interesting questions and issues  
                    • failed to presented interesting findings and conclusions |
| **Organization**   | • exceptionally well organized | • generally well organized | • not well organized |
| **Delivery**       | • speech was very clear and easy to understand  
                    • exhibited enthusiasm towards the material and audience  
                    • spoke freely while referring to notes or slides when appropriate  
                    • demonstrated impressive command of business language | • speech was mostly clear and easy to understand  
                    • appeared engaged but not outwardly enthusiastic towards the material and audience  
                    • made efforts to speak freely but relied occasionally on notes or slides  
                    • demonstrated adequate command of business language | • speech was difficult to follow  
                    • presenter seemed disengaged from subject matter  
                    • read verbatim from notes or slides and spoke too mechanically  
                    • used inappropriate language for audience and subject matter |
| **Awareness of Audience** | • stimulated and maintained interest in the audience  
                     • effectively interacted with the audience  
                     • consistent eye contact with the audience throughout presentation  
                     • generated interesting questions from the audience and responded confidently, authoritatively, and politely | • maintained general interest with the audience  
                    • made efforts to interact with the audience  
                    • maintained eye contact with the audience, though inconsistent and uneven  
                    • answered questions adequately and appropriately | • failed to maintain interest with the audience  
                    • failed to interact with the audience  
                    • little or no eye contact with the audience  
                    • answered questions inadequately or inappropriately |
| **Quality of Visual Aids** | • effective use of PowerPoint slides or other supplementary materials  
                     • professional design of slides  
                     • visual aids were well integrated and coordinated with the presentation  
                     • appropriately cites sources used | • adequate use of PowerPoint slides or other supplementary materials  
                    • adequate design of slides  
                    • visual aids were reasonably well integrated and coordinated with the presentation | • ineffective use of PowerPoint slides or other supplementary materials  
                    • unprofessional design of slides  
                    • visual aids were not well integrated and coordinated with the presentation |
| **Time Management** | • accomplished presentation goals within allocated time  
                     • successfully adjusted pace in response to audience interests  
                     • created time for audience questions and comments | • went slightly over our under the allocated time  
                    • adequately paced presentation  
                    • left some time for audience questions and comments | • unable to meet the presentation goals within the allocated time  
                    • inadequately paced presentation  
                    • left little or no time for audience questions and comments |